**Interpersonal Skills**
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**Lecture-15**
**Creative Problem Solving**

Hello friend, we are doing interpersonal skill and while doing interpersonal skill we are discussing the various aspects of interpersonal skills. Today I am going to discuss creative problem-solving under this caption because creative problem-solving is very important even in personal life, professional life, business life, how to solve problem because problem occurs in everyday life, but how to face them that is a big question.

Now while discussing creative problem-solving I would like to discuss what is creativity while talking problem-solving and what are the solutions what do we mean by problems, what kind of problems. So while discussing all these things I am sure that you will get some idea how to face the problem to solve them, I would like to start with a quotation of Steve's jobs, what he says it does not make sense to hire, smart people.

And then tell them what to do, he further says we hire smart people so they can tell us what to do, that is to say that smart people is one who do a smart work and he is absolutely correct, a smart people do a smart work, we all have the potential to be creative, but what most people do not realize however is that our ability to solve problems creatively whether applied to product development, business models, brand strategy, positioning platforms or creative executions is significantly limited by a series of neutral mental biases.

Individuals variations are there and as per potential I mean in each individual one tackles problem. So how to tackle problem with creativity it all depends on the individual knowledge and potential, the way we think and the mental patterns we use to select process and analyze information can act as barriers and hold back our creative potential. Creativity does not happen by accident, this should be kept in mind.

It is not that accidentally you will become a creative person. creativity can be made you know through thinking and various strategy, advances in physiological research can provide us with insights about how we can spark our own exile thinking and problem-solving, some of the most common biases are because when we talk of creativity I mean mental blanking does also come.

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- One should focus on being organized which helps in drawing better conclusions.
- Gain experience and knowledge by reading diversely.
- CPS helps in creating a comfortable and positive experience.
- Focus on right tools and techniques to speed up new ideas.

And this refers to mental biases, so what are the common biases, the confirmation bias, the tendency to search for or interpret information in a way that confirms one's preconceptions. In addition individuals may discredit information that does not support their views. The second is the self-serving bias, the tendency to claim more responsibility for successes than failures, it may also manifest itself as a tendency for people to evaluate ambiguous information in a way beneficial to their interests.

The belief bias when one's evaluation of the logical strength of an argument is biased by their belief in the truth or falsity of the conclusion. So belief system is very important in an individual personality, framing using a too narrow approach and description of the situation or issue. So what can we do to overcome these biases and boost our creative problem skills, that is a million-dollar question.

We need to boost our biases to overcome problems and to become creative, the first step is self-awareness, self-awareness means self alert also, simply being aware of an acknowledging the fact that our creative problem skills are limited by the way we think and process information is the first step to breaking some of those patterns, doing so will then encourage you to find tools techniques and tricks to overcome those biases.

And increase your problem-solving skills, well some are these scales are detach yourself from the problem, do not be too much attached with the problem. So detachment is the best way, the way we look at a problem is limited by the way we frame it, which in turn is influenced by our past experience, our beliefs and our mental processes, framing matters so it is not a surprise to us that 10 out of 26 positioning roll it approaches to brand positioning focus on the frame of reference and reframing the brand.

That is almost 40% of all potential approaches, reframing the problem or looking for solutions from various perspective or adjacent fills is a great way to overcome some of the mental biases that plagued us. In our experience the most effective creativity techniques use a two-step approach. The first step usually consists in moving away from the problem to facilitate new ideas, the second state then consists in translating those ideas back into solutions that could solve the original problem.

Use a framework a system to guide your thinking, be systematic, be meticulous, be meaningful most people still do not seem to realize that there is a method to creativity that is why I said that creativity is not an accident, it needs a strategy, it needs a rigorous practice. Creativity does not just happen one significant benefit of a more methodical approach is that it helps drive and guide the idea finding process.

And thus helps overcome the biases and limitations which we discussed earlier, show empathy this is also very important aspect. Empathy is the ability to put yourself in someone else's issues

without judging this someone else can be a consumer you are trying to convert or another team member during an ideation session. This is a very difficult thing to do but is also a very powerful way to unleash new solutions to a problem.

Promote diversity or point of views avoid groupthink, develop point of view ideas, I believe better solutions are generated when developed by a diverse group of people and this is a fact various kind of you know people and giving ideas to solve a problem and moving towards creativity. If you are an intuitive thinker add a more rationally minded person to your ideation session even if it feels uncomfortable at first.

If you are a team of business people add a creative minded person or artist to your ideation team, the trick here however is not just to add that have a different working style than you but also to listen to them and allow their perspective to influence the thinking and ideation process. As someone told me once the best leaders are integrators, they are able to listen to various points of view and incorporate those into the final solution.

The tremendous side benefit everyone involved in the process feels hurt and takes ownership in the solution. Focus on the right input and stimuli using thought starters and inputs from other fields or categories also helps short-circuit your own thinking patterns and most your creative problem is skill. However not all thought starters are created equal, some will be more relevant to the type of problem you are trying to solve than others.

Looking at the world of ants and how they are organized and trying to draw conclusions on how to position a brand of yoghurt might sound like a fun exercise, but it is in my opinion a complete waste of time. Expand your own knowledge and experience the more diverse marketing problems you have worked on the mold cases in different categories you have been exposed to the more flexible and the exile your thought process will become you will be able to pull from a broader pool of know-how an experiences.

And make more meaningful connections ultimately leading to new types of strategy. The position Rowlett method thoughts are a best-seller designed to stimulate and inspire your thinking when developing brand positioning platforms and brand positioning statements value propositions using the thoughts will lead to more relevant solutions faster by inspiring you to look at your brand or product from 26 fresh proven and rigorously validated through the analysis of over 1,200 case studies of effective brand building validated perspectives.

What is creative problem solving because we are discussing various methods to solve the problem in a very creative manner. So what is creative problems solving, in short it is called CPS. So CPS is a proven method for approaching a problem or a challenge in an imaginative and innovative way. Now imaginative indicates creativity, innovative in a very exciting style, it is a process that helps you redefine the problems and opportunities you face.

Come up with new innovative responses and solutions and then take action, the tools and techniques used make the process fun engaging and collaborative. CPS not only helps you to create better solutions, it creates a positive experience that helps speed, the adoption of new ideas. Well there are 8 easy creative problem-solving technique that really work. No one likes the feeling of being stuck, it creates tension.

And the tension seeks resolution, thankfully there are many creative problem-solving techniques for resolving this tension and revealing new solution. When faced with a difficult challenge try a combination of the problem-solving techniques.

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- Tips to overcome 3 biases i.e. Conformation bias, Self Serving bias & belief bias.
- Try to understood yourself better.
- Reframing the problem or changing the perspective is great way.
- Strategic process should be used to tackle the person.
- Always show empathy.
- Prefer group discussion over self pondering.

And I have discussed all these while I was discussing neuro-linguistic programming because I have already done neuro-linguistic programming on NPTEL and there I discuss that when you are in a problem do not be rigid try to be flexible. So that you may have end number of solution to face the situation and to move on the right path. Now what are these strategies ask compelling questions.

You ask the questions I mean whenever you are in a difficulty use what-if questions to project different scenarios into the future, in a whack on the side of the head how you can be more creative, this is a book Rosa Warnock says in the imaginative face you ask questions such as what if, why not, what rules can we break, what assumptions can we drop, how about if we looked at this backwards, can we borrow a metaphor from author discipline.

The motor of the imaginative phases thinking something different, thinking something different means what innovative in your style and what is innovation, your imagination and creativity, using this creative problem-solving techniques challenges you to allow your mind to play out different scenarios without judgment or criticism. Judgment always comes after the creative problem-solving process not before.

Now find your center, well these are the point I mean possible solution when you find yourself in problem, most problems arise because of inner confusion when you are in dilemma, when you are interval thought, when you do not know what you really want. So due to inner confusion you push yourself in problem, different parts of us hijack our mind and give us conflicting once beliefs and perspectives.

These parts keep up from thinking clear to a workable solution, when you are stuck it helps to find your center first. These guides offer effective methods for centering yourself. Now there are a number of powerful centering methods to reduce stress, because stress is also one of the main points to put you into a state of confusion dilemma. So there are certain methods to reduce stress increase focus and make better decisions.

Transformative practices for centering, this could be one of the methods breathe like it matters conscious breathing, conscious breathing means you are alert and you are fully aware of the situation, Zhan Zhuang stand like a tree, that is I mean whatever you are saying you are supporting it, feel your feet, shift your awareness, belly bless attention on your navel and that is meditation, heart centering, attention on your heart, establish a plumb line, attention on your third eye. That is very important.

This is also called Shiva Shakti, call forth the observer, attention above the crown, access the King pyramid visualization, pyramid one by one by one by and then final very broad, find stillness in movement, mindful walking, capture what troubles you, journaling grounding exercise hold your crown, now how to maintain your center pay attention, anchor in the position positive result, adopt a beginner's mind that you start as a beginner from the scratch, experiment, experiment, experiment.

There may be risk but you have to take a risk when you are going to be innovative and experimental in your style. Explore context many problems arise because we neglect to zoom out

from the content of the problem and examine the overall context of the situation, if sales are down for example instead of revisiting your sales strategy examine the context of your overall industry and this is the best method.

What is wrong with the industry instead your method marketing method, so it is very important to explore the context the situation, has your industry changed because you have to check the industry or you disconnected from your customers needs is your product becoming obsolete, take an expansive viewpoint before narrowing in on the specific problem, well this is an ace of globalization we all know and change is the law of nature.

So when there is some problem occurred in marketing a strategy one needs to focus on the product or the industry and if he or she gets a concrete answer maybe he or she may get success. Next is seek wisdom, what does it mean, asking an experienced advisor from outside your industry for their thoughts on your problem can yield insightful perspectives and this is true even better instead of asking them what they would do in your situation ask them what questions they would ask.

That is to say sharing experience, experience of a person other than you, walk away, sometimes the best way to solve a problem is to stop, trying to solve it, do not waste your energy unnecessary leave it, walking away from the problem brings forth the wanderer archetype, the wanderer is essential to the creative process because it allows you to hear your muse. If you leave the problem that you have nothing to do with the problem.

Suddenly you will get a solution, so wanderer means that you are walking away but even then your mind is working on the problem and maybe being indifferent you get a good solution to the problem. The key is knowing when to let go of trying to solve the problem, creativity problem-solving is actually an effortless process. Yes it is an effortless process, a spontaneous reaction, the key is learning how to get out of your own way.

Next is switch roles, what is switch roles, our mind tends to get locked into old patterns, leading to what is called paradigm blindness. Paradigm blindness, that is we have some fixed beliefs and we are working on that. But this is not going to help you, you have to switch over, if you have a marketing related problem for example try putting on an engineer's hat or even a gardeners hat, the idea is to shift your perspective.

So you can approach the problem from a new angle, that is why shift the rules and switching the rules, the idea is to shift your perspective so you can approach the problem from a new angle. Further use the 6 thinking hats this is also a very good math method, speaking of hats De Bono's six hats method provides once team with 6 different perspectives to utilize when tackling a problem, six hat means 6 way, 6 approaches.

What are these six approaches facts, feelings, control, creative, positive, negative. So six approaches are I repeating once again facts, feelings, control, creative, positive, negative. It is an ideal tool for group brainstorming and creative problem-solving. Your ability to shift perspectives quickly without privileging any one perspective does not only help you solve problems, it also helps you become a better leader.

Yes I mean offering solution best solution to the problem may make you a very good leader and in the present situation I am in very competitive business world I mean organization, industry, institution, they look for a better and they give such kind of case studies to solve the problem, generate a plethora of ideas. This is also very important when we talk of creative problem-solving.

Research suggests that the most effective way to uncover the best solution is to brainstorm as many ideas you can in non-judgmental environment before evaluating them. So there are numerous pathways to get the answer you seek, various ways. That is why I used plethora of

ideas, some pathways however are more effective than others. The key is to experiment with various methods to uncover which one's work best for you.

Different methods will be more effective in different context, now wisdom and intuition come into play, when we talk of such things, over time your connection with your inner guide improves and creative problem-solving can become a more spontaneous process, creative problem-solving is a skill and like all skills it can be learned and developed. The more you use these problem-solving techniques, the more they become second nature.

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- Asking compelling questions projects different scenarios.
- Clear your inner confusions to centre yourself.
- Reduce stress and increase focus.
- Never fear of experiments.

Well mind is like a machine if you stop this machine it would not work, so what you need to do, you need to work all the time, you need to think all the time. So that your mind maybe in a workable position and if your mind is in a workable position naturally you will get ample ideas, plethora of ideas to face the challenges of your personal life, for professional life. Now how to get such kind of ideas there are again in number of ways understand how personal characteristics influence the ability to solve problems and make decisions.

Explain problem solving styles as defined by the Myers-Briggs Type Indicator, apply the problem-solving and decision-making steps to complex problems. Summarize the characteristics of creative people, describe various ways of improving your creativity, think over this ponder

that what are the ways to improve your creativity, your critical thinking, problem-solving occurs when you try to remove an obstacle.

That is blocking a path, you want to take or when you try to close the gap between what exists and what you want to exist. Decision-making takes place after you encountered a problem, it refers to selecting one alternative from the various courses of action that can be pursued, many traits and characteristics influence the type of problem solver, you are now or are capable of becoming.

Among them are cognitive intelligence, education, experience, emotional intelligence, flexibility versus rigidity, intuition, concentration, decisiveness and perfectionism, risk-taking and thrill seeking and values. Well for today I think this is sufficient to understand what is creative problem-solving, we are meeting again, thank you very much.